

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
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January 16, 1998

RJR Account #396640
Ms. C. LeTares
MANCHESTER TOBACCO

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear Christine:

DORAL Gratis product (6M), and matching Live product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL BRAND STYLES	#/ (6M) GRATIS Cases	GRATIS UPC Code	#/ (12M) LIVE Cases	LIVE UPC Code
Light	3	12300-21861	3	12300-15112
Lt 100	6	12300-24987	6	12300-15212
Men Lt 100	3	12300-24990	3	12300-15812
FF	3	12300-21859	3	12300-16612
FF 100	6	12300-24988	6	12300-15312
Ult Lt 100	3	12300-24991	3	12300-16712

15-Pack Carton Kits (Item #536813)

SKU CUBE: 1.8512
SKU WT (w/o Product): 4.4800 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 20 Savings Cartons

Product / Display Arrival: February 4, 1998

Ship Date to Retail: Week of: February 16, 1998

EFT \$ Amount: \$14,272.70

51844 8659

BCTNG5F
MANCHESTER TOBACCO

Promotion Description:

Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack gratis offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to **\$216.00 (24 (12M) case(s) @ \$9.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-BCTNG5.DOC

51844 8660

PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS**CUSTOMER LIST**

REFER TO 'WHOLESALE PACKING INSTRUCTIONS' FOR DISPLAY SET-UP

ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.

BRAND LOAD PER DISPLAY:

ONE EACH (15-PACK CARTONS): DORAL LT/ LT MEN 100 / FF / ULT LT 100

THREE EACH (15-PK CARTONS) DORAL LT 100/ FF 100

						# CARTONS PER STYLE D O R A L						VAP DIRECT ACCT		DIR ACCT		
SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	LT	LT	LT	FF	FF	ULT	VAP SIS#	NAME	SUPPLIER #		
						100	100	100	100	100	100					
163807	755792	CORNER MARKET	201/2 WALKER STREET	CONCORD	NH	GRATIS	30	60	30	30	60	30	396640	MANCHESTER TOBACCO	429155	
						LIVE	60	120	60	60	120	60				
112204	579113	DISC BEV & CIGARETTE	ROUTE 302	N CONWAY	NH	GRATIS	30	60	30	30	60	30	396640	MANCHESTER TOBACCO		
						LIVE	60	120	60	60	120	60				
112208	225116	WAGON WHEEL CONV	ROUTE 11	FARMINGTON	NH	GRATIS	20	40	20	20	40	20	396640	MANCHESTER TOBACCO	918441	
						LIVE	40	80	40	40	80	40				
112206	408128	CENTER ST TEXACO	ROUTE 101	RAYMOND	NH	GRATIS	10	20	10	10	20	10	396640	MANCHESTER TOBACCO	524488	
						LIVE	20	40	20	20	40	20				
							3	6	3	3	6	3	Number of Gratis / Live Cases Each			
						72	15-CARTON KITS, ITEM #536813									
						4	P.O.S. KIT, ITEM #536822									

WHOLESALE PACKING INSTRUCTIONS

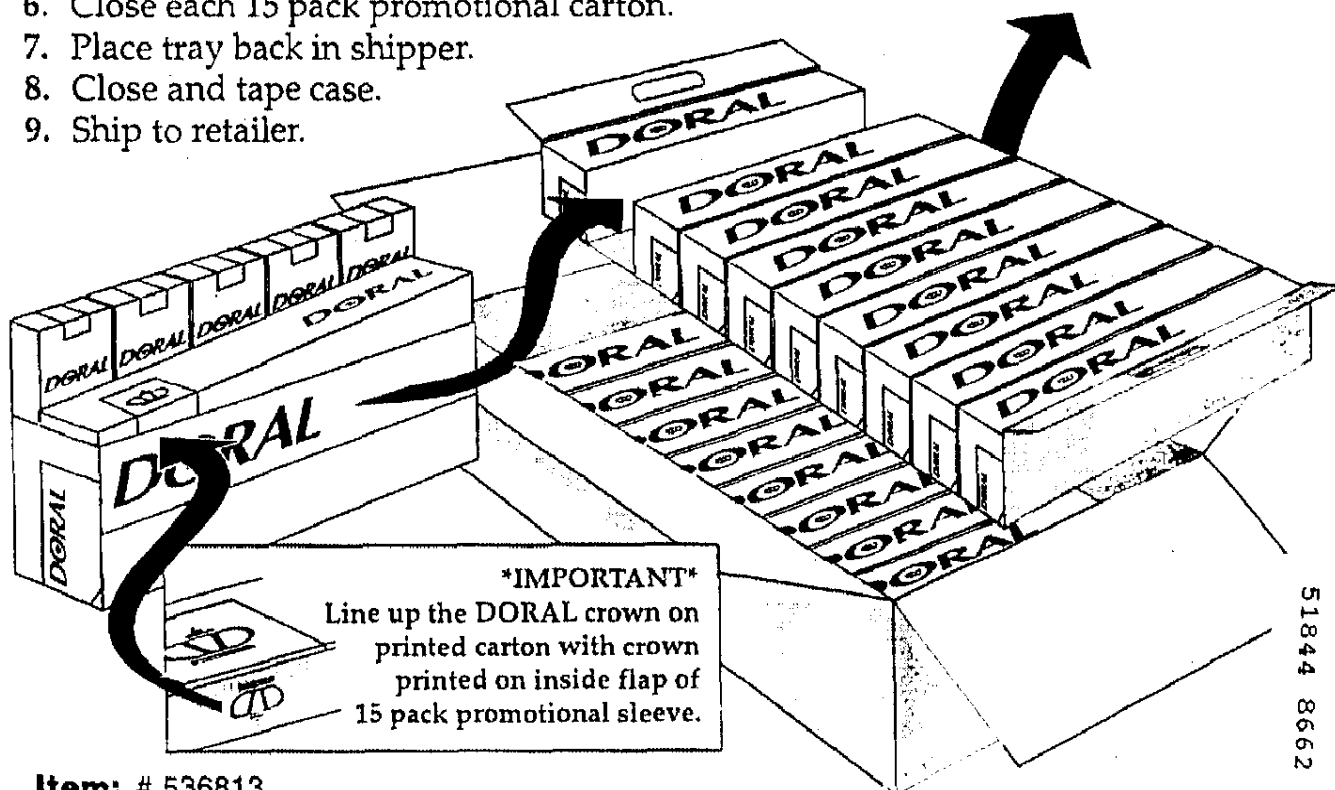
VALUE ADDED PROMOTIONS

1ST QTR. '98

February DORAL Buy 1 Carton Get 5 Packs Free

STEPS

1. Open DORAL Buy 1 Carton Get 5 Free shipping case which holds 20 offers.
2. Remove Top tray which holds 10 offers-set aside.
3. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on bottom level of promotional shipper (10 offers). Gratis product is in white cartons.
4. Close each 15 pack promotional carton.
5. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on top shelf of promotional shipper (10 offers). Gratis product is in white cartons.
6. Close each 15 pack promotional carton.
7. Place tray back in shipper.
8. Close and tape case.
9. Ship to retailer.



Item: # 536813

Description: DORAL Buy 1 Carton Get 5 Packs Free CTS Carton kit

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Cause Brand mix in Display					